

ABSTRACT OF THE DISCLOSURE
BUSINESS CARD PRESENTATION VIA MOBILE PHONE

A method for providing an electronic business card to a contact via a cellular
5 phone is disclosed. Several business card menu options are provided to a user of a
cellular telephone. The cellular phone user enters business card information/data into
the cellular phone utilizing the business card menu options. The business card data is
stored locally on the cellular phone or in a service provider database. When the user
is in communication via cellular phone with someone he wishes to provide his
10 business card to, the user selects a menu item that activates the transmission of the
electronic business card to the desired recipient's cellular phone.